

## ORDER



KSNV

## Orders

Order / Rev: 107390  
 Alt Order #: 06860691  
 Product Desc: RNC/ROMNEY  
 Estimate: 445  
 Flight Dates: 10/03/12 - 10/09/12  
 Original Date / Rev: 10/02/12 / 10/15/12  
 Order Type: GENERAL

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

## Agency

Name: American Rambler Productions  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
138 Conant St.  
Beverly, MA 01915

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

## Advertiser

Name: RNC/ Romney for President *Revised*  
 Demographic: A35+  
 Product Codes: PLC03  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	24	\$39,025.00	\$33,171.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$39,025.00	\$33,171.25	0.00
Totals	24	\$39,025.00	\$33,171.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	25%	\$39,025.00
Market	100%	\$156,100.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$42,147.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$39,025.00
KTUD	1%	\$1,561.00
KVVU	17%	\$26,537.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,805.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
M-F Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 10/01/12		10/01/12	10/07/12	--WTF--			3		\$1,200.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/03/12	10/05/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,200.00		0.00			
E 2	KSNV	10/08/12	10/09/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,200.00		0.00			
E 3	KSNV	10/08/12	10/08/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$1,300.00		0.00			
E 4	KSNV	10/05/12	10/05/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	----F--	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,300.00		0.00			
E 5	KSNV	10/03/12	10/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--WTF--					3	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/01/12-10/07/12		M-F Wheel		7-730pm	--WThF----	:30		<del>(\$1,300.00)</del>		0.00	NM		
Unresolved															
[PGM CHG = WHEEL IN PRIME]															
E 6	KSNV	10/08/12	10/09/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,300.00		0.00			
E 7	KSNV	10/08/12	10/09/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MT-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,200.00		0.00			
E 8	KSNV	10/05/12	10/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,200.00		0.00			
E 9	KSNV	10/05/12	10/05/12	Fri 10-11p Friday Prime 10-11pm	CM	10-11pm	----F--	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
DLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$3,200.00		0.00			
E 10	KSNV	10/06/12	10/06/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$625.00		0.00			
E 11	KSNV	10/06/12	10/06/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$1,100.00		0.00			
E 12	KSNV	10/06/12	10/06/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:00 AM-5:30 AM)	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00

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NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$825.00		0.00			
E 13	KSNV	10/06/12	10/06/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3		5:00- 6:00am (5:30 AM-6:00 AM)	-----S-	:30	1	\$825.003		0.00	NM	1	\$825.00
NN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$825.00		0.00			
E 14	KSNV	10/07/12	10/07/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$350.001		0.00	NM	1	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$350.00		0.00			
E 15	KSNV	10/07/12	10/07/12	NFL Pre-Game / FNA NFL Pre-Game	CM	1p-530pm	-----S	:30	1	\$2,400.001		0.00	NM	1	\$2,400.00
FNIA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$2,400.00		0.00			
E 16	KSNV	10/07/12	10/07/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.001		0.00	NM	1	\$10,000.00
NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$10,000.00		0.00			
E 17	KSNV	10/07/12	10/07/12	Jeopardy in PRIME Jeopardy in Prime	CM	M-SA 8-11p / SUN	-----S	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$1,200.00		0.00			
													Totals	24	\$39,025.00